

Title (en)

ADVERTISING SERVER AND MEDIA MANAGEMENT PLATFORM

Title (de)

WERBUNGSSERVER UND MEDIENMANAGEMENTPLATTFORM

Title (fr)

SERVEUR PUBLICITAIRE ET PLATEFORME DE GESTION DE SUPPORTS

Publication

**EP 2548167 A1 20130123 (EN)**

Application

**EP 11756897 A 20110316**

Priority

- US 31440510 P 20100316
- US 2011028600 W 20110316

Abstract (en)

[origin: US2011231242A1] A system for providing an online advertising platform includes a first non-transitory machine-readable medium storing instructions executable by one or more data processors to group impression inventory units based at least in part on performance characteristics of the impression inventory units.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP US)

**G06Q 30/02** (2013.01 - EP US); **G06Q 30/0243** (2013.01 - EP US); **G06Q 30/0251** (2013.01 - EP US); **G06Q 30/0275** (2013.01 - EP US); **G06Q 30/0277** (2013.01 - EP US)

Designated contracting state (EPC)

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DOCDB simple family (publication)

**US 10176484 B2 20190108; US 2011231242 A1 20110922**; EP 2548167 A1 20130123; EP 2548167 A4 20140305; US 10891634 B2 20210112; US 2011231253 A1 20110922; US 2011231264 A1 20110922; US 2019164175 A1 20190530; WO 2011116048 A1 20110922; WO 2011116048 A4 20111124

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**US 201113049579 A 20110316**; EP 11756897 A 20110316; US 2011028600 W 20110316; US 201113049482 A 20110316; US 201113049534 A 20110316; US 201816198322 A 20181121